



Request for City Council Committee Action from the Department of Communications

Date: Nov. 12, 2013

To: The Honorable Betsy Hodges, Chair Ways and Means/Budget Committee

Subject: **Accept donation of digital billboard display time from Clear Channel Outdoor**

Recommendation: That the City Council accept donated digital billboard space from Clear Channel Outdoor for the purpose of communicating Snow Emergency information.

Previous Directives:

Department Information

Prepared by: Bridgette Bornstein, Communications Dept., 673-3763

Approved by: _____

Sara Dietrich
Director of Communications

Presenters in Committee: Bridgette Bornstein, Communications Deputy Director

Financial Impact

- No financial impact

Supporting Information

Clear Channel Outdoor, Inc., a national outdoor advertising company, operates 12 digital billboards within the Minneapolis city limits. These billboards rotate through displays electronically, making it possible to show several ads a minute.

From June 1 through Sept. 30, 2013, Clear Channel Outdoor agreed to the pro bono use of its 12 digital billboards in Minneapolis to promote One Minneapolis One Read, to promote Secret City and to encourage pet licensing.